

ORDER



Orders
Order / Rev: 706625
Alt Order #: 06278710
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	155	\$108,950.00	\$92,607.50
10/01/12	10/07/12	25	\$13,650.00	\$11,602.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	155	\$108,950.00	\$92,607.50	0.00
October 2012	25	\$13,650.00	\$11,602.50	0.00
Totals	180	\$122,600.00	\$104,210.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	32%	\$122,600.00
Market	100%	\$383,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$80,456.25
WJW	30%	\$114,937.50
WOIO	15%	\$57,468.75
WUAB	2%	\$7,662.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/25/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			4		\$200.00		0.00				
E 2	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			4		\$100.00		0.00				
E 3	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$450.00	P-5	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 706625
 Alt Order #: 06278710
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a - TWTF--	:30	4	\$450.00	P-5	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$450.00			0.00			
E 4	WKYC	09/25/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10a-11a - TWTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$100.00			0.00			
E 5	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a - TWTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$150.00			0.00			
E 6	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p - TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$200.00			0.00			
E 7	WKYC	09/25/12	09/28/12	Last Call Last Call w/Carson Daly	CM	135a-205a - TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$50.00			0.00			
E 8	WKYC	09/25/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p - TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$200.00			0.00			
E 9	WKYC	09/25/12	09/28/12	M-F 3-4p The Doctors	CM	3p-4p - TWTF--	:30	6	\$200.00	P-5	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		6		\$200.00			0.00			
E 10	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p - TWTF--	:30	6	\$300.00	P-5	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		6		\$300.00			0.00			
E 11	WKYC	09/25/12	09/28/12	M-F 430a-5a 430a News	CM	430a-5a - TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4		\$50.00			0.00			
E 12	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a - TWTF--	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		8		\$50.00			0.00			
E 13	WKYC	09/25/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p - TWTF--	:30	5	\$500.00	P-5	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		5		\$500.00			0.00			
E 14	WKYC	09/25/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p - TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		6		\$750.00			0.00			
E 15	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a - TWTF--	:30	8	\$400.00	P-5	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		8		\$400.00			0.00			
E 16	WKYC	09/25/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p - TWTF--	:30	6	\$1,500.00	P-5	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		6		\$1,500.00			0.00			
E 17	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p - TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706625
 Alt Order #: 06278710
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p - TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--				6	\$750.00		0.00			
E 18	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a - TWTF--	:30	16	\$400.00	P-5	0.00	NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--				16	\$400.00		0.00			
E 19	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p - TWTF--	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--				4	\$750.00		0.00			
E 20	WKYC	09/25/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a - TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--				8	\$200.00		0.00			
E 21	WKYC	09/25/12	09/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P - TWTF--	:30	7	\$950.00	P-5	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--				7	\$950.00		0.00			
E 22	WKYC	09/28/12	09/28/12	Fri Prime C Fri Prime C	CM	10-11p ----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,500.00		0.00			
E 23	WKYC	09/28/12	09/28/12	Fri Prime B Fri Prime B	CM	9-10p ----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,500.00		0.00			
E 24	WKYC	10/01/12	10/01/12	Mon Prime Other Monday Prime Other	CM	Various M----- (8:00 PM-10:00 PM)	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$5,000.00		0.00			
E 25	WKYC	09/29/12	09/30/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su -----SS (6:00 PM-6:30 PM)	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS				2	\$500.00		0.00			
E 26	WKYC	09/29/12	09/29/12	It's About You Seg Spon It's About You Seg Spon	CM	10:30-11A -----S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$100.00		0.00			
E 27	WKYC	09/29/12	09/29/12	630A-7A Chris Matthews Show	CM	630a-7a -----S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$200.00		0.00			
E 28	WKYC	09/29/12	09/29/12	Sat 7-8p Sat 7-8p	CM	7-8p -----S-	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$400.00		0.00			
E 29	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a -----S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				2	\$350.00		0.00			
E 30	WKYC	09/29/12	09/29/12	Sat Prime A 8-9p	CM	8-9p -----S- (8:00 PM-9:00 PM)	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$900.00		0.00			
E 31	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a -----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706625
 Alt Order #: 06278710
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					3	\$350.00		0.00			
E 32	WKYC	09/29/12	09/29/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$900.00		0.00			
E 33	WKYC	09/30/12	09/30/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,500.00		0.00			
E 34	WKYC	09/30/12	09/30/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$950.00		0.00			
E 35	WKYC	09/30/12	09/30/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$100.00		0.00			
E 36	WKYC	09/30/12	09/30/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$125.00		0.00			
E 37	WKYC	09/30/12	09/30/12	530A-6A America's Black Forum	CM	530a-6a	-----S	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$125.00		0.00			
E 38	WKYC	09/30/12	09/30/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
E 39	WKYC	09/30/12	09/30/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
E 40	WKYC	09/30/12	09/30/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$5,500.00	P-5	0.00	NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$5,500.00		0.00			
E 41	WKYC	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$350.00		0.00			
E 42	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					3	\$350.00		0.00			
E 43	WKYC	09/27/12	09/27/12	Browns Football-NFL Ne Browns Football - NFL Net	CM	Browns Football	---T---	:30	1	\$24,000.00	P-5	0.00	NM	1	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$24,000.00		0.00			
E 44	WKYC	09/25/12	09/25/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$2,800.00		0.00			
E 45	WKYC	09/25/12	09/25/12	Tue Prime B Tue Prime B	CM	9-10p	-T-----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706625
 Alt Order #: 06278710
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WKYC	09/25/12	09/25/12	Tue Prime B Tue Prime B	CM	9-10p -T-----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,800.00		0.00			
E 46	WKYC	09/26/12	09/26/12	Wed Prime C Wed Prime C	CM	10-11p --W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,000.00		0.00			
E 47	WKYC	09/26/12	09/26/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM) --W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,800.00		0.00			
E 48	WKYC	10/01/12	10/01/12	Days of Our Lives Days of Our Lives	CM	1p-2p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$200.00		0.00			
E 49	WKYC	10/01/12	10/01/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$100.00		0.00			
E 50	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$450.00		0.00			
E 51	WKYC	10/01/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10a-11a M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$100.00		0.00			
E 52	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$150.00		0.00			
E 53	WKYC	10/01/12	10/01/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$200.00		0.00			
E 54	WKYC	10/01/12	10/01/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM) M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$50.00		0.00			
E 55	WKYC	10/01/12	10/01/12	M-F 2-3p Rachel Ray	CM	2-3p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$200.00		0.00			
E 56	WKYC	10/01/12	10/01/12	M-F 430a-5a 430a News	CM	430a-5a M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$50.00		0.00			
E 57	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				2	\$50.00		0.00			
E 58	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$500.00		0.00			
E 59	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706625
 Alt Order #: 06278710
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 59	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$750.00		0.00				
E 60	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		2			\$400.00		0.00				
E 61	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$1,500.00		0.00				
E 62	WKYC	10/01/12	10/01/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$750.00		0.00				
E 63	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$400.00	P-5	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		4			\$400.00		0.00				
E 64	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$750.00		0.00				
E 65	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		2			\$200.00		0.00				
Totals													180	\$122,600.00	